

CHAPTER I

INTRODUCTION

This chapter presents six parts of the introduction. They are research background, statements of the problem, research objective, research significance, definition of key terms, and previous study.

1.1 Background Of Research

Language is a communication tool used by humans to interact, convey information, speak, and express ideas and feelings. Language allows humans to communicate with others, both orally and in writing. Every country and culture has its own language, and there are thousands of different languages around the world. Language is made up of certain words, phrases, grammar, and rules used to construct sentences and effective communication. Language can also contain various levels of formality, such as formal language used in official situations and informal language used in everyday situations. Language also continues to develop and change over time, influenced by social, technological and cultural changes. Language plays an important role in human life, helping to build social relationships, convey knowledge, and strengthen the cultural identity of a community.

The study of language is known as "linguistics." (Fromkin, 2000:3) Linguistics is a scientific discipline that investigates aspects of language, including its structure, meaning, use, history, development, and the way humans understand and use language in communication. Linguistics can be divided into several branches, including Phonology, morphology, syntax, semantics, pragmatics, sociolinguistics, psycholinguistics, and neurolinguistics.

Pragmatics is the study of the relationship between language and the context on which it is based define understanding (Levinson 1983:21). Levinson (1983: 27) explains that Pragmatics includes discussion of presuppositions, speech acts, implication dialogue, aspects of discourse structure and deixis.

Deixis is a term derived from the Greek custom structure deiktikos, means "pointing" across the language. Lyons to Levinson (1983: 54) argues that the most

obvious way is the relationship between language and context reflected in the structure of the language itself and through the embodiment of deixis. Any form of language used to achieve this "pointing" is called transient expression. When we look at an object and ask "What is it?" we will use the second expression "that" to denote something in a direct context (Yule 1996:9). The specialty of deixis in pragmatics is its ability to provide precise and relevant meanings in communication based on the context of the conversation. This feature of deixis helps language to become an efficient and flexible communication tool because it allows the speaker to adjust the meaning of words according to the situation and context of the conversation. Without deixis, communication would be much more complicated and would require much more additional information to convey messages clearly and precisely. Deixis, based on Levinson (2004) is classified into five; person deixis, time deixis, place deixis, discourse deixis, and social deixis.

The topic of deixis was chosen to be researched by the researcher and the object chosen was the news of the death of Queen Elizabeth II which was special report by CBS News Media. The researcher chooses the object of deixis in the news because the news often has an important context, and the use of deixis can affect the understanding and interpretation of the news. By analyzing the use of deixis, researches can identify how conversational context and the use of deictic words help convey information more clearly and effectively. An analysis of the use of deixis in news can contribute to research in the field of pragmatics as well as help to better understand how the media use language to convey news to the public.

CBS Broadcasting Inc., commonly shortened to CBS (the abbreviation of its former legal name Columbia Broadcasting System), is an American commercial broadcast television and radio network that is the flagship property of the CBS Entertainment Group division of Paramount Global. CBS News provides news and information for the CBS Television Network, CBSN, CBSNews.com, CBS News Radio and CBS Mobile.

Queen Elizabeth II was born on April 21, 1926, she became queen on February 6, 1952, she is currently the longest reigning monarch and currently the longest serving

head of state in the world. Queen Elizabeth II's reign spanned more than seven decades, making her one of the most enduring and beloved figures in modern history. Queen Elizabeth II died on September 8, 2022, at Balmoral Castle, United Kingdom.

Several previous researchers have widely used deixis as an analytical tool for analyzing discourses that have similarities in the object of the study. These previous studies serve as a reference for relevant studies, which can help the researcher continue writing. The first previous research was conducted by Puspita(2021) from Raden Intan Lampung State Islamic University, the title of her study is *Pragmatic Analysis Of Discourse Deixis In Malala Yousafzai's Speech At United Nations Youth Assembly*. The aim of this research is to know the type and function of discourse deixis in Malala Yousafzai's speech at United Nations Youth Assembly through watching the video and reading the script and the relation with anaphora and cataphora. Discourse deixis has two types based on Levinson such as Switch reference (same subject marker and different subject marker) and Token reflexive. This research uses the descriptive qualitative to analyze the subject, because the data will be present in descriptive. This research uses the theory of discourse deixis by Stephen C. Levinson. The result shows that there are 39 data utterances found in Malala Yousafzai's speech that include discourse deixis, 20 utterances or 51.28% for token reflexive and 19 utterances that includes switch references, 13 or 33.33% is same subject marker and 6 utterance or 15.38% for different subject marker.

Furthermore, the research was conducted by Sa'diyah, Miftakhatul and , Dr. Malikatul Laila, M.Hum(2019), the title of the study is *Discourse Deixis Analysis Found in A "Robin Hood" Short Story by Sally M. Stockton*. The research has done in 2019, The data are taken from the short story "Robin Hood" by Sally M. Stockton. The techniques of collecting data are observation and documentation. The underlying theory used in this study is a theory of discourse deixis by Levinson (1983). The result shows that; (1) the kinds of discourse deixis found in the story are such a follow; prepositional phrase (39%) is the most dominant kind of discourse deixis found in the stor. Noun phrase is around 29% and adverbial clause of time is around 24% The rarest kinds of of discourse deixis found in the story are adverbial clause of place and adverb

of time. Both of them have the same percentage (4,5%). (2) There are 43 events found in the story and there are relation between one events to another relates by showing time and place. The resercher underlined that discourse deixis is not only showing the words this, that, these, those, here, there, and then, but discourse deixis has the wider scope to arrange the story chronologically from one previous event and the next event based on time or place the story happened.

The last previous research was conducted by Zulyanputri, Indrayani, and Soemantri(2020). The title of their study is *The Correlation between Social Deixis and Social Class in a Speech by Nobel Prize Winners: A Sociopragmatic Study*. The research has done in 2020 by using qualitative descriptive research of sociolinguistics. This research analyzed and described social deixis and its correlation with social class in an award-winning speech. Their research uses Levinson's theory to identify the types of social deixis and Block's theory to determine key dimensions of social class. The results of their study were five utterances identified in which relational social deixis is applied, and four social class dimensions can be determined from the five utterances. The equation with this study is to analyze social deixis using Levinson's theory. The difference is that their research uses additional theory to identify social class dimensions and their relation with social deixis. In contrast, this research aims to discover the function of social deixis.

The similarity of this research with previous researchers is on the topic of the study of deixis. Meanwhile, the difference in this research is on the side of the object being studied.

1.2 Statement Of Problem

According to the research background, researchers can make several questions in solving research problems. There are several research questions based on the analysis:

1. What are the types of social and discourse deixis in the CBS News Media, Special report of Queen Elizabeth II'S death?
2. How are the functions of social and discourse deixis used in the CBS News Media, Special report of Queen Elizabeth II'S death?

1.3 Research Objective

Based on the research questions above, this research aims to:

1. Identify the types of social and discourse deixis found in the CBS News Media, Special report of Queen Elizabeth II'S death.
2. Analyze the functions of social and discourse deixis in the the CBS News Media, Special report of Queen Elizabeth II'S death.

1.4 Research Significance

The results of this study are expected to benefit the readers and the researchers in one of the branches of linguistics, pragmatics, specifically in the context of social deixis. The significances of the research are divided into two main parts. There are theoretically and practically.

Theoretically, this research is useful in contributing to enrich linguistic research, especially in the field of pragmatics in this deixis.

Practically, this research is useful for readers, especially students to understand about deixis in news. The findings of the analysis are used as peer information input for language learners to improve their linguistic information, especially on stylistic-pragmatics, by providing readers with a deeper understanding in analyzing language modes and how they are used in a news.

1.5 Definition Of Key Terms

In order to simplify understanding, the researcher have defined the definition of key terms used in this reserch.

1. Pragmatics

The first one is Pragmatics. According to Levinson, pragmatics is the study of those relationships between language and context that are grammaticalized, or encoded in the structure of the language (Levinson 1983, p. 9).

2. Deixis

Deixis is a study reference that uses expressions whose interpretation is relative to the usual extra linguistic context of the term, for example, who is speaking, the time and place of the conversation, the sign of the speaker, or the area in the discourse.

3. Social Deixis

Horn and Ward (2006:119) Social deixis involves the marking of social relationships in linguistic expressions, with direct or oblique reference to the social status or role of participants in the speech event.

4. Discourse Deixis

Discourse deixis consists of anaphora and cataphora. Both include deixis in speech. According to Nababan (1987:42) Anaphora refers to what has been mentioned while cataphora refers to what is to be mentioned.

5. Online News

Online news refers to news or news information delivered via digital platforms, such as news websites, news apps, online news portals, and social media.

6. Youtube

YouTube is a popular online video-sharing platform where users can upload, share, view, and comment on videos.

7. Queen Elizabeth II

Queen Elizabeth II was born on April 21, 1926, she became queen on February 6, 1952. She is currently the longest reigning monarch and currently the longest serving head of state in the world. Queen Elizabeth II's reign spanned more than seven decades, making her one of the most enduring and beloved figures in modern history. Queen Elizabeth II died on September 8, 2022, at Balmoral Castle, United Kingdom.

